

ADVOCACY AND POSITIONING

THE CONTEXT

FOR

INTERNATIONAL STUDIES LIBRARIANSHIP

AND COLLECTIONS

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Indiana University Workshop
30 October 2013

WHAT DO WE MEAN BY LEGACY?

- something handed down from the past / a bequest

HERITAGE

- outdated technology, while still functional, does not work well with up-to-date systems

EFFICIENCY / ROI

- something which is still used although no longer the most modern or advanced, because it would be very expensive or difficult to replace

EXPENDABILITY

- the idea that a thing which exists as a result of something that happened in the past can later be used in a different way

FUNGIBILITY

WHAT DO WE MEAN BY INNOVATION?

- new method, idea or product
- systematic application of new knowledge to new resources to produce new goods or new services

MARKET

- process of lowering the costs or increasing the benefits of a task

VALUE

- result of thinking deliberately about existing problems and unmet needs

SOLUTIONS

EVOLUTIONARY (incremental)

REVOLUTIONARY (disruptive/discontinuous)

SOME DEFINITIONS

- Primal Innovation
creativity as first importance, as a fundamental component of organizational and individual DNA
- Radical Collaboration
drastic or sweeping energy, and not Kumbaya
- Deconstruction
taking apart the axioms or rules, or the incoherence of a concept, position or word
- Survival
not relevance or impact, but persistence and adaptation

BASIC THESES

- North American research libraries are collectively and systematically reducing their commitment and capacity to collect, organize, service, share and preserve global publications and resources in all formats.
- Regional, national, and international collaborations are enabling deeper coordination of collections and responsive delivery services, but these efforts are generally shallow, episodic and selective.
- Regional and global education and research programs at North American universities will be diminished because of reduced library capability to provide foreign-language materials and international resources.

SOME ASSUMPTIONS

- Academic Research Libraries Will No Longer Develop Comprehensive Collections In All Formats
- Collections Will Increasingly Align With Shifting University Academic Priorities and Funding Realities
- Coordination of Collection Development Across Research Library Community Will Remain Marginalized
- Academic Research Libraries Will Increasingly Focus On Distinctive and Unique Collections

SOME FURTHER ASSUMPTIONS

- Preservation and Archiving of the Cultural and Scientific Record Will Remain Balkanized and By Default
- National and Global Information Policies Will Not Facilitate the Deep Collection Collaboration Needed
- User Communities Will Create Their Own Strategies and Tools for Discovering, Disseminating and Managing Context
- Work of Collection Building Will Require New Approaches to Professional Staffing and Organization

CORE RESPONSIBILITIES OF THE ACADEMIC LIBRARY

- Information Selection
 - Information Acquisition
 - Information Synthesis
 - Information Navigation
 - Information Dissemination
 - Information Interpretation
 - Information Understanding
 - Information Use
 - Information Application
 - Information Archiving
- In Support of Teaching and Learning
 - In Support of Research and Scholarship
 - In Support of Community Development

CHANGING LIBRARY ROLES

- Libraries as Consumers
- Libraries as Intermediaries and Aggregators
- Libraries as Publishers
- Libraries as Educators
- Libraries as R&D Organizations
- Libraries as Entrepreneurs
- Libraries as Policy Advocates

BUILD THE DIGITAL LIBRARY

QUALITY = CONTENT + FUNCTIONALITY

- Published/Licensed Content
- Primary Content
- Open Web Content
- Institutional Content
- Research Data Content
- Multimedia Content
- Integrated Services
- Software Tools

PRESERVE AND ARCHIVE THE CONTENT

- | | |
|--------------------------|--------|
| • Archive as Repository | HOLD |
| • Archive as Persistence | ACCESS |
| • Archive as Curation | SECURE |
| • Archive as Steward | CARE |
- Analog
 - Digital Conversion
 - Born Digital
 - Disaster Preparedness

ADVANCE THE REPOSITORY MOVEMENT

- Discipline Repositories
- Institutional Repositories
- Data Repositories
- Departmental/School Repositories
- Individual Repositories
- Learning Repositories
- Government Repositories
- National Repositories
- Publisher Repositories
- Research Data Repositories

SUPPORT THE NEEDS OF RESEARCH

- Navigate, Analyze, Synthesize
- Open Research/Continuous Scholarly Communication
- Scholarly Products to Scholarly Process
- Expertise Databases/Subject Ontologies
- Data Management Consulting
- Integration of Disparate Sources/Grey Literature
- Special Library/Informationalist Model

WHO ARE OUR USERS?

- Students (diversity abounds)
- Faculty (expectations galore)
- Researchers (tribal differences)
- Administration (the bottom line)
- Community (local politics)
- Working Professionals (practical applications)
- Alumni and Donors (largely ignored)
- World on the Web (the new majority)

ENHANCE THE USER EXPERIENCE

- Technology Ubiquity
- Point-of-Need Information
- Web-based Services
- Technology Sandbox
- Privacy Space
- Social Success
- Support Services
- Information Fluency
- Post-graduate Access
- Career Assistance

RESPOND TO USER EXPECTATIONS

- Content
- Access
- Convenience
- New Capabilities
- Cost Reduction
- Participation
- Individual Productivity
- Individual Control
- Organizational Productivity

WHAT IS PROVOKING NEW THINKING ABOUT THE 21ST CENTURY ACADEMIC LIBRARY?

- Rapidly Shifting User Behaviors/Expectations
- Redundant Inefficient Library Operations
- Aging Service Paradigms
- Increasing Emphasis on Unique Resources
- Need to Achieve Scale and Network Effects Through Aggregation

WHAT IS PROVOKING NEW THINKING ABOUT THE 21ST CENTURY ACADEMIC LIBRARY?

- Advanced Open Architecture
- Mandate for Systemic Change
- Acceleration of Collective Innovation
- New Economic Context

NEW TECHNOLOGIES AND THE 21ST CENTURY ACADEMIC LIBRARY

- Mobiles and Tablets (single, portable multi-purpose device)
- Cloud Computing (distributed processing and applications)
- Geo-Everything (geolocation and geotagging)
- Personal Web (customized management of online content)
- Linked Data (connecting and relating structured information)
- Semantic-Aware Applications (meaning to provide answers)
- Smart Objects (links physical world with information)

NEW TECHNOLOGIES AND THE 21ST CENTURY ACADEMIC LIBRARY

- Open Content (wide distribution and repurposing)
- MOOC (massive open online courses)
- Electronic Book (platforms, applications, redefinition)
- Data/Big Science (research information management)
- Games As Learning Tools (participation and interaction)
- Visualization and Simulation (more meaningful and intuitive)

SOME OBSERVATIONS

- International Students/Researchers
- North American Students Abroad
- Foreign Language Education
- Multidisciplinary/Multicultural
- Global Campuses/Research Centers
- Rapidly Shifting User Behaviors/Expectations

SOME FURTHER OBSERVATIONS

- International Growth of WorldCat Database
- Analog/Digital Publishing Trends
- Mass Digitization Projects
- Cyberinfrastructure and Geo-Everything
- Web Sites and Documents
- Repository Chaos
- Content and Functionality

HIGHER EDUCATION

SOME IMPORTANT TRENDS

- Demographics of Students
- Demographics of Faculty
- Demographics of Administrators
- Global Economic Developments
- Funding for Higher Education
- Private Philanthropy
- Interdisciplinary Education and Research

HIGHER EDUCATION

SOME IMPORTANT TRENDS

- Security Concerns/International Education
- Graduates and Employment
- Online Learning
- New Learning Styles
- Adjunct/Faculty of Practice
- Accountability and Assessment
- Technology Infrastructure

HIGHER EDUCATION

SOME IMPORTANT TRENDS

- For Profit Higher Education
- Diversity Challenges
- Affordability and Quality
- Graduate/Professional Education
- Economic Impact and Public Benefit
- Corporate Research Partnerships

STRATEGIC PRIORITIES

- Special and Distinctive Collections
- Digital Resources/Collections
- Effective Interfaces and Improved Access
- User Spaces
- Support for Teaching and Learning
- Support for Research and Scholarship
- Preservation and Archiving

ENABLING PRIORITIES

- Resource Development
- Research and Development/Grants
- Communication and Marketing
- Assessment and Evaluation/Data Analytics
- Radical Collaboration
- Information Policy
- Professional Leadership
- Organizational Agility

WHAT ARE THE IMPLICATIONS FOR ACADEMIC LIBRARY STAFFING?

- Professionals With Diverse Academic Backgrounds
 - Wide Range of New Professional Assignments
 - New Roles of Support Staff and Students
 - Messy/Fluid Organizational Structures
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- Impact on Values, Outlooks and Styles
 - Impact on Campus Understanding, Recognition and Respect
 - Impact on Organizational Relevance and Impact

CAPABILITIES OF THE 21ST CENTURY ACADEMIC LIBRARY INFORMATION PROFESSIONAL

- Deep Subject, Process, or Technical Expertise
- Deep Service Commitment
- Commitment to Research and Development
- Commitment to Assessment and Evaluation
- Communication and Marketing Skills
- Project Development and Management Skills
- Political Engagement
- Resource Development Skills
- Commitment to Rigor
- Entrepreneurial Spirit
- Commitment to Collaboration
- Leadership/Inspirational Capacity

FROM POLYGAMY TO PARTICULARISM

SOME COLLECTIVE ACTIONS

- National Program of Mass Digitization of Collections
(Digital Public Library of America)
- National Program For Print Preservation
(Last Copy Print Repositories)
- National Infrastructure For Digital Preservation
(Digital Preservation Network)
- More Systematic and Rigorous Approach to Standards and Best Practices
- National Program of Research Library R&D
- Accelerate Concept to Market for Systems and Tools

FROM POLYGAMY TO PARTICULARISM

FURTHER COLLECTIVE ACTIONS

- New Scholarly Communication Business Models and Assessment Strategies
- Connections With South Asia and East Asia
- Professional Staff Preparation and Development
- Investments In Policy Action For Openness and Barrier Free Access (Library PAC)
- Investigate Appropriate Public-Private Partnerships
- Radicalize Research Library Working Relationships (Library Service Agency Network)

WHAT DO WE MEAN BY TRANSFORM?

- to change in composition or structure

WHAT WE ARE/WHAT WE DO

- to change the outward form or appearance

HOW WE ARE VIEWED/UNDERSTOOD

- to change in character or condition

HOW WE DO IT